

## VERB Continuous Tracking Survey

1. Have you seen, read or heard about any messages or advertising for kids getting active?

Yes	1
No	2
Don't Know	X

If NO to 1. , Ask Q.3. Else continue.

2. What is the name of the message or advertising?

[PROBE: If VERB not mentioned: Are there any others for kids getting active?

PROBE AGAIN If VERB NOT Mentioned: Are there any others?

VERB	1
VERB, it's what you do	2
Other: Specify _____	X
Other: Specify _____	Y

If VERB NOT mentioned in Q.2 Ask Q.3.

3. Have you seen, read, or heard any messages or advertising about VERB?

Yes	1
No	2

If VERB was mentioned in Q2 or Q3, ask Q4a. Else, go to Q12.

4a. Please tell me in your own words what VERB is all about?

Probe once, up to twice, with any of the following:

PROBE: Can you tell me more?

PROBE: What does this mean?

PROBE: Anything else?

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4b. What ideas did VERB give you?

Probe once, up to twice, with any of the following:

PROBE: Can you tell me more?

PROBE: What does this mean?

PROBE: Anything else?

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5. Please tell me all of the places you have seen, read or heard about VERB.  
 [Do Not Read List. Circle All Responses.][Record Answers Below Under Q.5.]

6. Have you seen, read or heard about VERB ... [Read Items NOT Circled Under Q.5 and Record All That Apply Under Q.6.]

	Q.5	Q.6	
		YES	NO
On Television	1	1	2
On the Radio	2	1	2
On the Internet	3	1	2
From Friends	4	1	2
From your Parents	5	1	2
At school	6	1	2
In magazines	7	1	2
Before a movie	8	1	2
On signs, billboards, or posters	9	1	2
Other: Specify _____	10	1	2
Do Not Read: Don't Know		X	

[ASK EVERYONE]

7. Have you ever visited the Web site for "VERB"?

Yes	1
No	2

8. Have you ever attended any events in your area associated with VERB?

Yes	1
No	2

If "Yes" to Television in Q5/6, Ask Q9. If "Yes" to Radio Q5/6, Skip to Q9e. Else, skip to Q10.
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9. Please think about the last commercial you saw on television for VERB. When you think about that commercial, what is the first thought that comes to your mind?

Probe once, up to twice, with any of the following:

PROBE: Can you tell me more?

PROBE: What does that mean?

PROBE: Anything else?

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- 9a. What do you think the commercial for VERB you last saw on television was trying to tell you?

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PROBE: What else?

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- \*9c. Do you recall a slogan from the VERB commercial? Slogans are mottos or words that help you remember.

Yes	1 ⇒ If specific answer given, Circle and Record in Q.9d
No	2 ⇒ Ask Q. 10

- 9d. What was the slogan? \_\_\_\_\_

- 9e. How often do you usually see or hear a message or advertisement about VERB on the (television/radio)? Would you say...

About every day,	1
Several times a week,	2
About once a week, or	3
Less than once a week	4
REFUSED	-7
DON'T KNOW	-8

- 9f. Thinking of the last time you saw a message or advertisement for VERB, would you say it was...

In the past week,	1
More than a week but less than a month ago	2
1 or 2 months ago	3
Several months ago but within the past year	4
More than a year ago	5
REFUSED	-7
DON'T KNOW	-8

10. I am going to read a list of statements that may or may not describe the most recent commercial you saw for “VERB”. If you feel the statement **does** describe the commercial please say “Yes” and if you feel the statement **does not** describe the commercial please say “No”.

[Record One Answer for Each Statement. Do Not Offer “Don’t Know” As a Response.][Programmer: Rotate List.]

(Rotate)	Yes	No	DK
The commercial...			
a. Is exciting	1	2	3
b. Is really cool	1	2	3
c. Is boring	1	2	3
d. Is confusing	1	2	3
The commercial...			
e. Tells you some great stuff	1	2	3
f. Is only for younger kids	1	2	3
g. Is fun to watch	1	2	3
h. Is annoying	1	2	3
i. Is really different from other ads out there	1	2	3
j. Is the kind of ad you might talk to your friends about	1	2	3
k. Is an ad you like	1	2	3
l. Makes me feel like being active right now	1	2	3
m. Makes me go to the web site to learn more	1	2	3

11. Now thinking about everything that you have seen, read or heard about “Verb” please tell me if you Really Agree, Sort of Agree, Neither Agree nor Disagree, Sort of Disagree or Really Disagree with these statements. Let’s start with....[Read Statement] Would you say you Really Agree, Sort of Agree, Neither Agree nor Disagree, Sort of Disagree or Really Disagree that.... [Read List and Record One Answer for Each Statement. Do Not Offer “Don’t Know” As a Response.][Programmer: Re-prompt Scale. Rotate List.]

Really Agree	Sort Of Agree	Neither Agree Nor Disagree	Sort Of Disagree	Really Disagree	Don't Know
1	2	3	4	5	X

[ROTATE ATTRIBUTE LIST]

a. Verb is for all kinds of kids	1	2	3	4	5	DK
b. Verb is something that you and your friends would want to be a part of	1	2	3	4	5	DK
c. Verb is saying something important to me	1	2	3	4	5	DK
d. Verb is fun	1	2	3	4	5	DK
e. Verb is cool	1	2	3	4	5	DK
f. Verb gives you ideas of lots of different activities you could do	1	2	3	4	5	DK
g. Verb helps you learn about what interests you	1	2	3	4	5	DK
h. Verb makes you want to get more active	1	2	3	4	5	DK
i. Verb is about trying new things	1	2	3	4	5	DK
j. VERB is mostly for people who are good at sports	1	2	3	4	5	DK
k. VERB helps you use your imagination to find new physical activities to do	1	2	3	4	5	DK
l. Gives you confidence to try new things	1	2	3	4	5	DK
m. VERB is getting me to be more active	1	2	3	4	5	DK
n. I talk to my friends about VERB ads	1	2	3	4	5	DK
o. If I had a chance, I'd wear a t-shirt with a VERB logo on it	1	2	3	4	5	DK
p. When VERB ads come on, I watch them	1	2	3	4	5	DK
q. VERB is popular with kids like me	1	2	3	4	5	DK
r. Cool kids like VERB	1	2	3	4	4	DK

[Ask Everyone]  
Now for another question.

12. Now, as I read the following statements, please tell me if you Really Agree, Sort Of Agree, Sort Of Disagree or Really Disagree.

[Read List and Record One Answer for Each Statement. Do Not Offer Don't Know As a Response.][Programmer: Re-prompt Scale. Rotate List.]

Really Agree	Sort Of Agree	Sort Of Disagree	Really Disagree	Don't Know
1	2	3	4	

[ROTATE ATTRIBUTE LIST]

- |   |   |   |   |   |    |
|---|---|---|---|---|----|
| a. There are plenty of ways for you to get active without having to sign up or be on a team | 1 | 2 | 3 | 4 | DK |
| b. You have to be the best at something to enjoy it   | 1 | 2 | 3 | 4 | DK |
| c. Its more important to participate in activities than to win                              | 1 | 2 | 3 | 4 | DK |
| d. Getting involved in activities helps you fit in with other kids                          | 1 | 2 | 3 | 4 | DK |
| e. You are going to try a new activity soon   | 1 | 2 | 3 | 4 | DK |
| f. I would try a physical activity even if I'm not sure I'd be good at it                   | 1 | 2 | 3 | 4 | DK |
| g. I could find a physical activity to do that I enjoy                                      | 1 | 2 | 3 | 4 | DK |
| h. I think that I have what it takes to be physically active                                | 1 | 2 | 3 | 4 | DK |

13. For the next few questions think about the physical activities you may have done in the past seven (7) days...things that got your body moving like sports, physical activity lessons, or playing actively with your friends. Do NOT include things you did during the school day like PE, gym class or recess.

13a. In the past seven days, since last [Insert Day] did you do any physical activities with an organized group that has a coach, instructor, or leader, after school or on the weekend? This includes any practices with this group.

Yes	1 ⇒ Ask Q.14b
No	2 ⇒ Skip to Q.14c

13b. In the past seven (7) days, since last [Insert Day] on about how many days did you do organized physical activities? Would you say it was...[Read List. Circle One Answer.]

One or Two Days	1
Three or Four Days	2
Five or More Days	3
Don't Know	X Do Not Read

13c. In the past seven (7) days, since last [Insert Day], did you do any other physical activities in your free time, activities that were not organized?

Yes	1
No	2

13d. Do you currently belong to school groups like band, drama club, newspaper or student government?

Yes	1
No	2

13e. Do you currently belong to community groups like Scouts, or 4-H or any other special groups for kids?

Yes	1
No	2

13f. In the past seven (7) days, since last [Insert Day] on about how many days did you do physical activities in your free time? Would you say it was...[Read List. Circle One Answer.]

One or Two Days	1
Three or Four Days	2
Five or More Days	3
Don't Know	X Do Not Read

13g. Did you do any physical activities yesterday on [DAY]?

YES	1
NO	2
DON'T KNOW	X Do Not Read

Thank you very much for your cooperation. That is all the questions we have.